

Message Text

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PAGE 01 TOKYO 05573 040605Z
ACTION EA-12

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INFO SECSTATE WASHDC 6752

UNCLAS TOKYO 05573

FOR OIM/EISELT

EO 11652: NA
TAGS: BEXP, JA
SUBJECT: CLOSE OF EXHIBITION REPORT: MICROWAVE SYSTEMS
AND COMPONENTS, MARCH 27-31, 1978, U.S. TRADE CENTER,
TOKYO

SUMMARY: 36 PERCENT OF THE 1,228 REGISTERED VISITORS AT
MICROWAVE EXHIBITION CAME FROM OUTSIDE TOKYO METROPOLITAN
AREA. ONLY ONE OUT OF 66 EXHIBITORS FAILED TO FULLY OR
PARTIALLY ACHIEVE OBJECTIVE FOR PARTICIPATION.
END SUMMARY.

1. U.S. FIRMS SEEKING REPRESENTATION: 8. (A) SALES
REPRESENTATIVES APPOINTED: ONE. EXPECTED NEXT 12 MONTHS:
TWO. LEADS OBTAINED: 15. (B) LICENSEE AGREEMENTS
SIGNED: NONE. EXPECTED NEXT 12 MONTHS: ONE. LEADS
OBTAINED: NONE. (C) JOINT VENTURE AGREEMENTS SIGNED:
NA. EXPECTED NEXT 12 MONTHS: NA. LEADS OBTAINED: NA.

2. SALES: \$13,400,500. (A) ACTUAL DURING EVENT:
\$600,000. (1) NTM: \$550,000. (2) OTM: \$50,000. (B)
EXPECTED NEXT 12 MONTHS: \$12,800,500. (1) NTM: \$8,012,500
(2) OTM: \$4,788,000. (C) LEADS OBTAINED: 3,029.
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(1) NTM: 2,048. (2) OTM: 981.

3. REGISTERED VISITORS: 1,228 (1,517 HANDCOUNT).

4. TOTAL PARTICIPANTS: 29 REPRESENTING 66 FIRMS (NTM 25;
OTM 4).

5. PRIMARY PARTICIPATION OBJECTIVE: (A) FULLY ACHIEVED:
53. (B) PARTIALLY ACHIEVED: 12. (C) FAILED TO ACHIEVE:
ONE.

6. U.S. EXHIBITORS WITH REPS ATTENDING FROM U.S.: 16.

7. NARRATIVE: EXHIBITION OPENED ON EVENING OF MONDAY,
MARCH 27, WITHOUT SPEECHES BY TC PERSONNEL OR GUEST
SPEAKERS AS HAD BEEN THE TC'S PRACTICE IN PAST. THE
EXHIBITION ATTRACTED 1,228 REGISTERED VISITORS AND
RECORDED MORE THAN 3,029 SALES LEADS WITH \$13,400,500
IN SALES RESULTING FROM HAVING COMBINED IMMEDIATE AND
12-MONTH PROJECTED SALES. CONSIDERING THE LIMITED
MARKET OF JAPANESE MICROWAVE INDUSTRIES AND COMPARING
THESE RESULTS TO TC'S MICROWAVE SHOW OF 11/76, POST IS
VERY PLEASED WITH THIS EXHIBITION.

- WORKSHOP PROGRAM WAS CONDUCTED DAILY BETWEEN MARCH
28-31 AND PROVIDED 12 SESSIONS BY NINE PARTICIPATING
EXHIBITORS. SESSIONS WERE WELL-ATTENDED WITH
STANDING AUDIENCE IN MOST INSTANCES.

- 36 PERCENT OF TOTAL VISITORS ATTENDING THIS SHOW
WERE FROM OUTSIDE TOKYO AREA. MANSFIELD

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Message Attributes

Automatic Decaptioning: Z
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